5.0 GENERAL BUILDING DESIGN PRINCIPLES

5.1. GENERAL BUILDING DESIGN PRINCIPLES

1. All buildings shall share a frontage line with a street or square.
2. All buildings, except accessory structures, shall have their main entrance opening onto a street or public open space.
3. New buildings should strive for a contextual approach to design and should respect the architectural vernacular of the City of Greenville.
4. Adjacent buildings should be similar in scale, height, and configuration. Similar building types should face each other. Transitions to dissimilar building types (i.e. Detached House to Office Buildings) should generally occur at the rear lane/alley or rear property line.

5.2. ARCHITECTURAL STYLE

1. Design regulations are not intended to promote the replication of the existing built form of Greenville, but to allow imaginative design that is respectful of its neighborhood. The regulations are meant to help achieve good design, not a certain stylistic result. They will also establish a consistent framework for submitting and assessing proposed development.
2. Spatial elements like massing, proportions, scale, setbacks and build-to lines, spaces between buildings, and their relative positions should be used to integrate new development into existing neighborhoods.
3. Buildings that are stylized in an attempt to use the building itself as advertising shall be discouraged, particularly where the proposed architecture is the result of a "corporate" or franchise style. New construction should provide variety and diversity and express its own uniqueness of structure, location or tenant.
4. Height can lend a building dignity and grace. Conversely, it can contribute to unacceptable bulk and dominance. It is the height in combination with other features, including setbacks and the location and amount of parking that results in a positive or negative outcome. The height and scale of each building shall take into consideration its site and existing (or anticipated) neighboring buildings which includes those on properties behind a proposed building and beyond the immediately adjacent neighbors.
5. Windows, doors, columns, eaves, parapets, and other building components shall be proportional to the overall scale of the building.
6. Changes of plane should have clearly delineated material transitions.

5.3. STREET RHYTHM

1. Facades along primary streets shall be individually interesting, yet fit well into the streetscape.
2. Important street vistas should terminate in a focal point, such as a building or other architectural or natural feature.

5.4. ROOF FORM AND PITCH

1. Rooflines shall accommodate simple lines such as hip, flat, shed, gable to front, or gable to side, and avoid excessive articulation.
2. Mansard roofs shall have functional dormers which project out from the roof. Dormers shall have a symmetrical gable or hip roof.

5.5. FAÇADE ARTICULATION AND DETAILING

1. Architectural elements like openings, sill details, bulkheads, posts, and other architectural features shall be used to establish human scale at the street level.
2. Buildings shall avoid long, monotonous, uninterrupted walls or roof planes on their visible facades. Building wall offsets, including projections, recesses, and changes in floor level shall be used in order to: add architectural interest and variety; relieve the visual effect of a single, long wall; and subdivide the wall into human size proportions. Similarly, roofline offsets shall be provided to lend architectural interest and variety to the massing of a building and to relieve the effect of a single, long roof. For larger scale developments, the building façade shall create repetitive bays, or the façades shall be divided into a balanced, yet asymmetrical, composition.
3. All sides of the building shall use materials consistent with those on the front if visible from public streets or neighboring properties, and should be carefully designed with similar detailing, and be comparable in quality and materials.
4. All visibly exposed facades should have a base, a middle, and a top with:
   a) a recognizable base course consisting of, but not limited to:
      - thicker walls, ledges or sills;
      - integrally textured materials such as stone or other masonry;
      - integrally colored and patterned materials such as smooth finished stone or tile;
      - lighter or darker colored materials, mullions, or panels; and
      - planters.

   b) a recognizable top consisting of, but not limited to:
      - cornice treatments, other than just colored stripes or bands, with integrally textured materials such as stone or other masonry or differently colored materials;
      - sloping roof with overhangs and brackets;
      - stepped parapets; and
      - a cornice capping the top of a building wall.
5. Taller building shall be constructed by repeating the middle elements.

5.6. WINDOW AND DOOR PROPORTIONS AND DESIGN

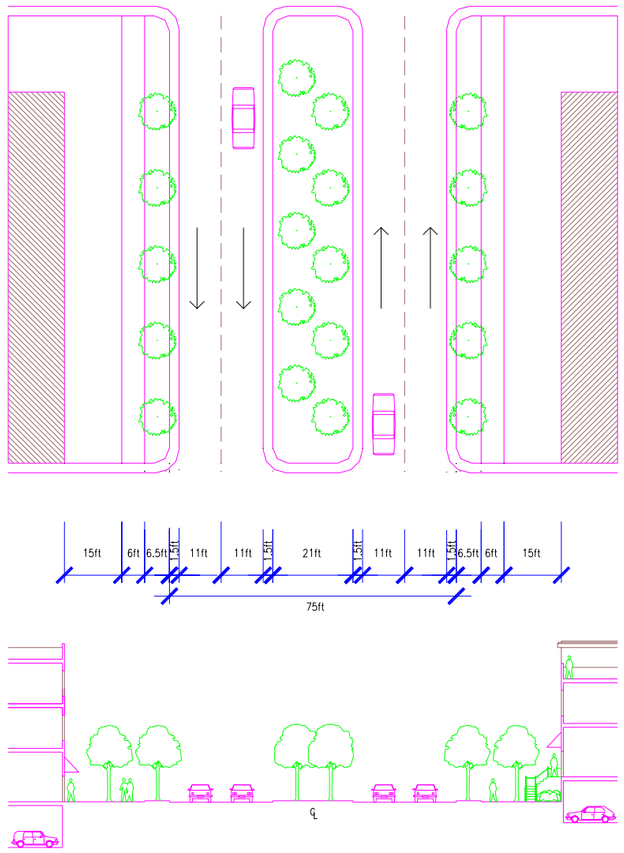
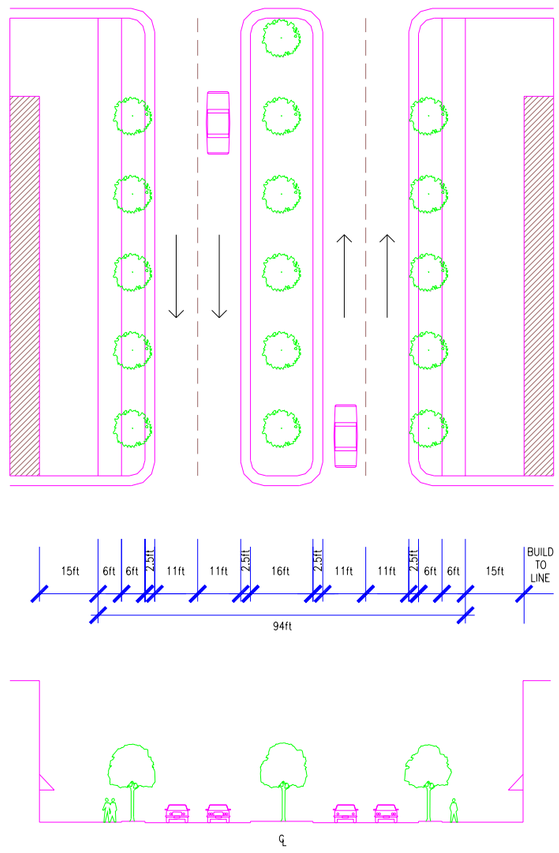
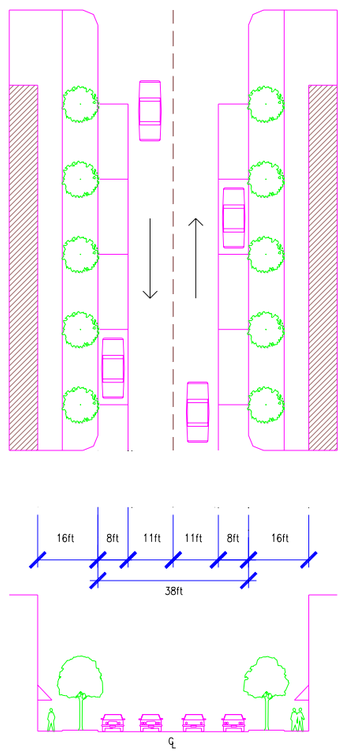
1. Fenestration shall be architecturally related to the style, materials, colors, and details of the building.
2. Windows shall be vertically proportioned. Exceptions include storefront windows on the ground level (which are generally square or rectangular) and certain window configurations that are stylistically accurate with recognized architectural styles (international or modern). Also, to the extent possible, upper story windows shall be vertically aligned with the location of windows and doors on the ground level, including storefront or display windows.

5.7. BUILDING MATERIALS

1. The color of roof stacks, flashing, vents, power exhaust fans, and metal chimney caps shall blend with the roof colors.
2. Building materials shall be similar to the materials already being used in the neighborhood, or if dissimilar materials are being proposed, other characteristics such as scale and proportion, form, architectural detailing or color and texture, shall be used to ensure that enough similarity exists for the building to relate to the rest of the neighborhood.
3. Materials shall be selected for suitability to the type of building and design for which they are used.
4. Material or color changes at outside corners of structures, which give the impression of "thinness" and artificiality, are prohibited. Piecemeal embellishment and frequent changes in material should be avoided.
5. Metal buildings shall be prohibited.

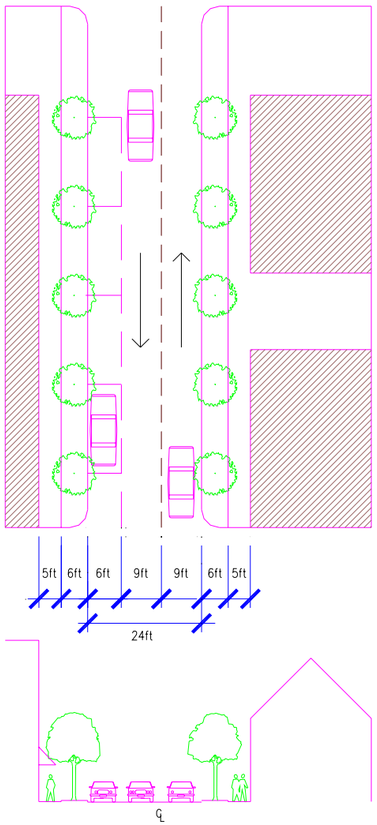
5.8. MECHANICAL SCREENING

1. Project elements like mechanical equipment, utility meters, storage areas, trash enclosures, transformers, generators and similar features or other utility hardware on roof, ground, or buildings shall be screened from public view with materials similar to the structure or they shall be so located as not to be visible from any public view or from potential buildings nearby.
2. Rooftop mechanical equipment shall not be visible from the street.
3. Unused equipment should be removed.

6.0 STREET TYPES AND STANDARDS	Church Street Boulevard	University Ridge Boulevard	Haynie-Pearl in NC
			
	The boulevard serves as a long-distance, medium-speed vehicular corridor that traverses an urbanized area. It is usually lined by wide sidewalks or side medians planted with trees. Center medians may be continuously planted or have trees in individual planting areas. Buildings uniformly line the edges.		The Main Street serves as a small-scale, low-speed connector. Main Streets provide frontage for high-density buildings such as offices, shops, apartment buildings, urban mansions, and rowhouses. A Main Street is urban in character, with raised curbs, closed drainage, wide sidewalks, parallel parking, trees in individual planting areas, and buildings aligned on short setbacks. Design Speed: 25 mph On-Street Parking: Marked

6.0 STREET TYPES AND STANDARDS

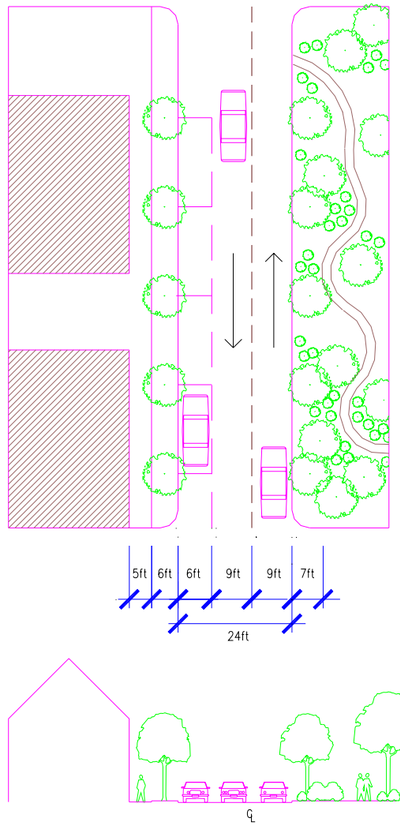
Street



The Street serves as a small-scale, low-speed connector. Local streets provide frontage for medium-to-low-density residential buildings such as detached homes and duplexes. A Street is urban in character, with raised or rolled curbs, closed drainage, sidewalks, occasional parallel parking on one side, trees in continuous planting areas, and buildings aligned on medium setbacks.

Design Speed: 15-25 mph
On-Street Parking: Occassional

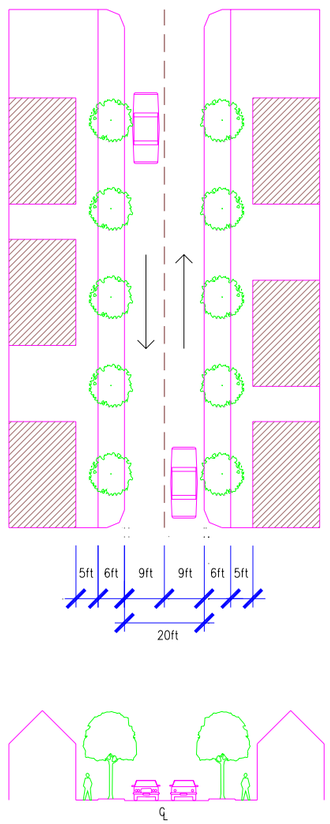
Parkside Drive



The Parkside Drive defines the natural edge between an urban and a natural condition, usually along a waterfront, a park, or a greenbelt. One side of the drive has the urban character of a main street with sidewalk, parallel parking, and buildings, while the other has the natural qualities of a rural road with naturalistic plantings and rural detailing.

Design Speed: 15-25 mph
On-Street Parking: Occassional

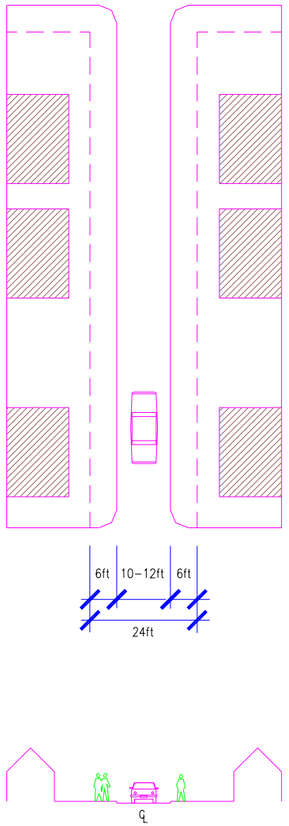
Lane



The Lane is a small-scale, low-speed connector. It serves low-density residential buildings that accommodate all parking on-site. A Lane tends to be more rural in character with rolled curbs, open or closed drainage, narrow sidewalks, continuous plantings, and buildings set way back. On-street parking is not permitted.

Design Speed: 20 mph

Rear Lane



The Rear Lane is a narrow access route behind neighborhood streets. Lanes generally have a narrow strip of paving in the center and serve as areas for underground utilities.

6.0 STREET TYPES AND STANDARDS

6.1 GENERAL PRINCIPLES:

1. Streets shall interconnect within a development and with adjoining development every 500 feet (400 ft is preferable) where feasible. Cul-de-sacs are permitted only where topographic conditions and/or exterior lot line configurations offer no practical alternatives for connection or through traffic. Street stubs should be provided with development adjacent to open land to provide for future connections. Streets shall be planned with due regard to the designated corridors shown on Master Plan.
2. Streets shall be designed as the main public space of the City and shall be scaled to the pedestrian.
3. Streets shall be bordered by sidewalks on both sides, though variations may be granted by the Planning Commission on streets and lanes based on existing conditions.
4. Streets shall be designed with street trees planted in a manner appropriate to their function. Commercial streets shall have trees which compliment the face of the buildings and which shade the sidewalk. Residential streets shall provide for an appropriate canopy, which shades both the street and sidewalk, and serves as a visual buffer between the street and the home.
5. Wherever possible, street locations should account for difficult topographical conditions, paralleling contours to avoid excessive cuts and fills and the destruction of significant trees and vegetation outside of street-rights-of way on adjacent lands.
6. All streets shall be constructed in accordance with the design and construction standards in this code and shall be maintained for public access whether by easement or by public dedication. Closed or gated streets are strictly prohibited. Rear Lanes and alleys shall be privately maintained.
7. All on-street parking provided shall be parallel. On-street parking should only be marked in front of townhouse, apartment, shopfront, and office building types. Curb or angle parking is permitted upon approval of the City of Greenville.
8. The use of traffic calming devices such as raised intersections, lateral shifts, and traffic circles are encouraged as alternatives to conventional traffic control measures.
9. Variations to AASHTO and SCDOT Standards are made in accordance with the ITE Traditional Neighborhood Development Street Design Guidelines manual (1997) and are herein incorporated by reference.

6.2 DESIGN STANDARDS:

Street designs shall permit the comfortable use of the street by cars, bicyclists, and pedestrians. Pavement widths, design speeds, and the number of vehicle lanes should be minimized without compromising safety. The specific design of any given street must consider the building types which front on the street and the relationship of the street to the City's street network. New development with frontages on existing publicly maintained streets shall be required to upgrade all their frontages to meet the standards of this Section. The following specifications shall apply to street design:

1. Sidewalks

Sidewalks shall be constructed along both sides of all streets except alleys and lanes. Cul-de-sacs and closes shall be reviewed on a site-by-site basis for this requirement. Residential sidewalks shall be a minimum of 5 ft in width. Sidewalks serving mixed use and commercial areas shall be a minimum of 8 ft in width (10-12 ft is preferable in front of shopfronts). All sidewalks shall be constructed in brick pavers, concrete, or a similar material. Concrete sidewalks shall be a minimum of 4" in depth.

2. Street Trees & Planting Strips

Canopy trees shall be planted in the planting strip or in tree wells (in NC or URVC) spaced 40 ft on-center. The minimum width of all planting strips, if required, shall be 6 feet or as approved by the City Arborist.

3. Cul-De-Sacs

Where practical, a close should be used in place of a cul-de-sac. Cul-de-sacs, if permitted, shall not exceed 250 ft in length from the nearest intersection with a street providing through access (not a cul-de-sac). Cul-de-sacs shall be offset from the street centerline and shall form a square.

4. Curb Return Radii

Curb radii shall be designed to reduce pedestrian crossing times along all streets requiring sidewalks. In general, curb radii should not exceed 20 ft.

5. Utility Location

Underground utilities (except water and sewer) should be located in alleys and lanes. If no alley or lane is provided, then a 5-foot (minimum) utility easement shall be provided behind the sidewalk located within either the right-of-way or a public utility easement.

6. Curbs And Drainage

Standard curbing is required along all streets with marked on-street parking and around all required landscaping areas and parking lots. Streets with a grade exceeding 2% shall use standard curbs. Drainage shall be provided using closed curb and gutter systems along all streets except along parkways that may use open swales upon approval of the City Engineer.

7. Centerline Radius

Centerline radii may be varied for low-speed streets in accordance with the following table (see also ITE TND Standards p. 26):

Design Speed	Min. Centerline Radius
10 mph	22 feet
15 mph	50 feet
20 mph	89 feet
25 mph	166 feet

As a general rule, lighting should be provided with lower-intensity, full-spectrum bulbs mounted on poles 8-12 feet in height.